



PLACER COUNTY
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UNDERSHERIFF

PRESS RELEASE

Date/Time of Release: September 7, 2007
Date/Time of Occurrence: September 6, 2007
Nature of Call: Counterfeit/ Intellectual Property Rights Violation
Location of Call: Rocklin
Case Number: SO07-12640
Released by: Sergeant Brian Whigam (530) 889-7856

SHERIFF EDWARD N. BONNER RELEASES THE FOLLOWING:

The Placer County Sheriff's Department detained a 47-year-old Rocklin female Thursday for violating Trademark Property Rights. Detectives working in an undercover role met with suspect Michelle Bunfill. Undercover detectives purchased counterfeit purses during this contact.

It was discovered that Bunfill was in possession of over 500 counterfeit purses, wallets and jewelry. Some of the violated trademark brands include Louis Vuitton, Gucci, Coach and Prada.

The investigation revealed Bunfill would sell these bags at "Purse-Parties" throughout Placer and Sacramento Counties. It is a crime to sell counterfeit material that is trademarked. Private forensic investigators estimate the loss to the trademark holders at more than \$500,000. Most of the purses recovered were located during a search warrant at Bunfill's residence in Rocklin.

Selling of counterfeit items which are trademarked is a felony in the state of California. Participants of "Purse-Parties" where counterfeit items are sold should be aware this activity is illegal.

This investigation will be forwarded to the Placer County District Attorney's Office for prosecution.

Copies of this press release are available on the Placer County Sheriff's Department website at <http://www.placer.ca.gov/sheriff>